

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BBS2044 BUSINESS AND SOCIETY

(All sections / Groups)

2 OCTOBER 2023

2:30PM-4:30PM

(2 Hours)

INSTRUCTIONS TO STUDENTS:

- This question paper consists of 3 pages with 4 questions only (including the cover page).
- The total mark for this exam is 100 marks and it carries 50% weightage towards your overall grade for this subject.
- Please answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
- Please write all your answers in the Answer Booklet provided.

Question 1

- a) A code of ethics is a formal statement of an organization's values and the ethical rules it expects employees to follow and is a popular choice for reducing that ambiguity. Elaborate the **FIVE (5)** steps in developing the code of ethics in an organization (15 marks)
- b) What are the **FIVE (5)** main characteristics of an ethical leader? (10 marks)

Question 2

- a) The Board of directors and top management of a corporation are the fiduciaries for the shareholders. Explain **FIVE (5)** major responsibility of the board of directors and top management. (15 marks)
- b) Telekom Malaysia (TM) is one of the key players in telecommunication industry in Malaysia. Identify **FIVE (5)** primary and secondary social stakeholders of Telekom Malaysia and give example for each stakeholder. (10 marks)

Question 3

- a) What is consumerism? Explain **FOUR (4)** positive business responses to consumerism, including strategies and practices adopted by companies. (15 marks)
- b) Consumer Act 1999 has been a practice to protect consumer in Malaysia. What are the **FIVE (5)** goals of establishing consumer laws such as Consumer Act 1999 in Malaysia? (10 marks)

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Question 4**Case Study: Mitsubishi Motors Manufacturing**

In 1998, Mitsubishi agreed to pay \$34 million to female workers at the Normal, Illinois plant where the work environment was anything but normal. In fact, the company was charged with allowing a hostile setting for women since at least 1990. In addition to the \$34 million, Mitsubishi paid out several more million in individual suits.

The women were routinely fondled, verbally abused, and subjected to obscene jokes, behavior, and graffiti. One male worker even fired an air gun between a female's legs. The abusive work environment caused many women to quit. Others were simply denied promotions when they refused to grant sexual favors.

- a) Based on the case study above, explain the actions that can be taken by the organization to prevent such sexual harassment incident to occur? (20 marks)
- b) Managing diversity in an organization is a challenging task. What are the initiatives that can be taken by an organization to significantly improve employee retention rates? (5 marks)

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